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Docket No. 3951-4001

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

Applicant(s): Jonathan Ellenberg, et. al.

Group Art Unit: 3624

Serial No.: 09/624,439

Examiner: Felten, Daniel S

Filed: July 24, 2000

For: SYSTEM AND METHOD FOR CONDUCTING A CUSTOMER AFFINITY  
PROGRAM AUCTION

**RESPONSE TO THE SEPTEMBER 23, 2004 OFFICE ACTION**

Mail Stop Amendment  
Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

Sir:

In response to the Office Action dated September 23, 2004, Applicants  
respectfully request reconsideration in view of the following remarks.

**Remarks/Arguments** begin on page 11 of this paper.